

**The Fred Hall Show, Long Beach
Exhibitor Information and Instructions**

Long Beach • March 7-11, 2012
Long Beach Convention Center and Arena
300 E. Ocean Blvd
Long Beach, CA 90802

Welcome to the 2012 Fred Hall Show, the Ultimate Outdoor Experience. By exhibiting in the Fred Hall shows, you are directly supporting the recreational fishing, boating, and hunting communities including many non-profit organizations that participate each year. The Fred Hall Shows are owned by The American Sportfishing Association, the fishing tackle manufacturer's trade group. Every dollar generated goes to protect and enhance recreational angling and boating throughout the country. When you choose to participate in the Fred Hall Shows, you are helping to perpetuate America's outdoor recreational heritage. The member companies of the ASA thank you for your support.

The following information will help you prepare for the upcoming Fred Hall show in Long Beach, California.

The show decorator is GES. The electrical contractor is TSE. They are responsible for all move-in, freight shipments, booth furniture rentals, electrical usage, etc.

Get your orders into GES/TSE early for discounted prices!

This checklist will help you determine if you completed the necessary order forms for the services you require. The exhibitor badge/pass list is the only form that you will return to Fred Hall & Associates. All of the other order forms need to go directly to GES as noted on their information.

Return to Fred Hall & Associates

_____ Exhibitor Badge/Pass List

NOT ALL OF THE GES/TSE INFORMATION PAGES ARE BEING MAILED TO YOU! THE COMPLETE SET CAN BE ACCESSED BY VISITING WWW.FREDHALL.COM , EXHIBITOR INFO

Return to GES Exposition Services

_____ Electrical Order Form (**500 watts is provided to all 10x10 booths. You only need to order electrical if you need more than that or if you are in a bulk display area**)

_____ Furniture, Carpet Order Form

IMPORTANT NOTICE

When ordering services from GES, please use your **company name** as it appears on your Fred Hall & Associates contract. Booth numbers will **not** be available until you check in at the show office. All service orders will be processed using your company name.

Return to Smart City

_____ Telephone Line/ Internet Access

NEW Show Hours: Wed–Friday	1:00 PM to 9:00 PM
Saturday	10:00 AM to 9:00 PM
Sunday	10:00 AM to 7:00 PM

It is required that you staff your exhibit during **all** show hours. Leaving your booth un-manned not only costs you sales opportunities, it is in violation of your contract.

Move-in and Set-up: You must check-in at the show office before you begin setting up. Move in begins Monday, March 5th at 12:00 Noon and continues until 9:00 PM. Tuesday, March 6th, move-in will continue from 8:00 AM until 9:00 PM. Wed, March 7th from 8:00AM until Noon. **All exhibits** should be ready one hour before show time. The show will open at 1:00 PM.

To assist booth exhibitors moving in displays, we have prepaid to have the first 400 lbs of freight per booth to be delivered to your exhibit location. In most cases, this should eliminate you having to pay for union labor to move you in. If you would like assistance moving in, contact GES Exposition Services when you arrive at the show to request help.

Driving In: On Monday, March 5th, if you would like to drive your vehicle into the building to unload at your booth location, you must first check in at the Fred Hall show office. You will then be directed to the GES desk to obtain a POV permit. They will charge a flat rate of \$150.00 per vehicle. **You must unload immediately and remove your vehicle from the building.** (This option is only available on Monday, not before 12:00 noon and will depend on your booth location).

MOVE OUT: All exhibits **MUST** remain intact until the final show closing at 7:00 PM. Sunday, March 11th. Nothing can be moved into the aisles until the show has been closed and the public has left the building. Immediately after closing, exhibitor's crates will be delivered to the booths as quickly as possible. The hall will remain open until midnight Sunday night for moving out your exhibit. The hall will reopen on Monday, March 12th at 8:00 AM. All exhibits **MUST** be removed **NOT LATER THAN 12:00 NOON**, Monday, March 12th.

PLEASE READ CAREFULLY...

IN ORDER TO MAINTAIN THE SAFETY OF OUR ATTENDEES AND TO REDUCE THE RISK OF LIABILITY FOR THE ASA/FRED HALL SHOWS, OUR EXHIBITORS AND THE LONG BEACH CONVENTION CENTER, NO PRODUCT OR DISPLAYS CAN BE REMOVED FROM YOUR EXHIBIT SPACE UNTIL THE SHOW IS OFFICIALLY CLOSED BY THE SHOW MANANGEMENT. NO CARTS, DOLLYS, OR OTHER EQUIPMENT WILL BE ALLOWED IN THE AISLES WHILE THE SHOW IS OPEN TO THE PUBLIC.

AS AN EXHIBITOR, PER CONTRACT, YOUR COMPANY HAS AGREED THAT VIOLATING THIS POLICY WILL RESULT IN A 15% SURCHARGE DUE AND PAYABLE 30 DAYS FROM DATE OF INVOICE.

YOUR COOPORATION IS CLOSED IS GREATLY APPRECIATED.

Drayage: Drayage service is provided by GES Exposition Services. Refer to the information in provided or call them at (800) 475-1437.

Parking: Parking fees are not included in your exhibit fees. Parking is the responsibility of each exhibitor. We have arranged for an all-week, in-out event pass to be made available for sale to exhibitors by the convention center. You will need to purchase this from the parking attendant at the parking lot gates.

Note* Daily parking permit does not allow for in-out privileges. Please plan accordingly.

Fire Department Rules: To comply with the fire department regulations, all motors may not contain gasoline. All gas caps must be locked or taped closed.

Health Department: If your exhibit involves food preparation or handling, you will be required to meet specific standards and acquire a permit from the County of Los Angeles Environmental Health Division. Their phone number is (562) 570-4132 ext. 0.

Security: We believe we have sufficient guard service. However, if you display small items, we suggest they be wired or otherwise fastened to your display. Further, if you have larger loose items, bring a footlocker or other box with a clasp and lock to store them after show hours. We advise that your exhibit materials be covered by your insurance since show management is not responsible for loss and or theft.

Sublet of Space: No exhibitor may sublet space to anyone. Subletting will result in forfeiture of your booth space for the balance of the show along with all fees. No refunds will be given.

Payment: Final payment for all exhibit space is due at this time. **All contracts must be paid in full before an exhibitor can move in.**

Exhibitor Passes: VERY IMPORTANT, PLEASE READ CAREFULLY. The Fred Hall Show name badge will be your exhibitor pass. These passes are issued for the exclusive use of your company. **Do not distribute these passes to anyone outside of your company. Any guest apprehended with these passes in their possession will be escorted from the show! The exhibitor to whom these passes belong will be asked to leave the show! No refunds will be given!**

*Please read the enclosed badge/pass form for additional details

VIP Guest Passes: We have a one-time use VIP Guest Pass. This is the appropriate pass for distributing to your customers, friends, etc. (Please read the enclosed badge/pass form for additional details).

Exhibitor Admission: Exhibitors with proper credentials will be permitted into the building one and a half (1 1/2) hours before the show opens with specific guidelines. Exhibitors must have and wear their badge/pass. Exhibitors must remain in their respective exhibit areas during this time. For security reasons, browsing and walking the aisles during this time is not permitted. This time is provided solely for the purpose of preparing exhibits for the show opening. Security guards and show management will enforce this rule for your own protection.

Additional Questions: If you have any questions or special needs, please contact our office. Our office number is (805) 389-3339. Our office fax is (805) 389-1219. You can also email us at email@fredhall.com. Once the show office is set-up, you will be able to access us by calling our regular office phone number.